

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
September 20, 2007**

Directors Present	Monica Yamada, President	CIM Group, Inc.
	Joel Fisher, Vice President	Avalon
	Jeff Rouze, Treasurer	Historic Hollywood Hillview, LLC
	Jose Malagon, Secretary	Hollywood Media Center
	Chris Bonbright	Whitley Court Partners
	Lynda Bybee	Metro
	Bill Hertz	Mann Theatres
	Nathan Korman	NBK, LLC
	Alan Sieroty	Sieroty Company
	Thaddeus Smith	The Music Box Theater
	Frank Stephan	Clarett Group
	John Tronson	Tronson Investment Group
Directors Absent	Hillary Royce	Church of Scientology International
	Ron Radachy	Oasis of Hollywood
	Tej Sundher	Hollywood Wax Museum
	Captain Clay Farrell	LAPD- (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
	Tom Leaper	RBZ- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Katie Zandona	HPOA
	Steve Seyler	Andrews International, BID Security

I. Call to Order

The meeting was called to order by President Monica Yamada at 4:15 P.M. The agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All appendices referenced in these minutes are attached to the official Minutes in the HPOA Staff Office.

II. Open Forum

There was no public comment.

III. Approval of Minutes

It was moved by John Tronson, seconded by Chris Bonbright and **CARRIED to approve the minutes from the August 23, 2007 meeting.** [unanimous]

IV. Treasurer's Report

The August 31, 2007 Financial Statement was distributed and there was no formal report this month.

V. Committee Reports

A. Security Committee

1. Update: Get Love Feeding Program: John Tronson described to the board a feeding program which has been occurring for the last three months on Ivar. The program has grown substantially in a short period and has caught the attention of many of the property and business owners in the area. At the last Security Committee meeting members of the committee, Andrews International and property owners reached out to the Get Love Program coordinators to see if the program could be moved to an alternate location. Tronson informed the board that currently the Security Committee is reviewing several options for the program and have given the program till the time of the next Security Committee meeting, October 11, 2007, to try and find an alternate location or solution, before enforcement occurs.

2. H.E.R.O. Program: The H.E.R.O. Program would soon be starting in the Hollywood area. Currently the group is trying to secure a phone number for individuals to call who are seeking shelter or assistance. Steve Seyler reported that H.E.R.O. program trainees will be participating in "ride-alongs" with Andrews International in the coming weeks.

3. Andrews International Update: Steve Seyler informed the board that he would be replacing Mike Harkins as Director of BID Security, as Harkins will now be the Director of Security for the Hollywood and Highland Complex. Seyler assured the board that BID Patrol would continue to maintain their level of service throughout the area.

B. Streetscape Committee

Nothing to report.

C. Nominating Committee

1. Timeframe for Officer Nominations: Tronson reminded the board that the last day to submit officer nominations is September 27, 2007. Those interested in becoming an officer or those who would like to nominate another individual should contact John Tronson or the HPOA Staff before the September 27 date. Monica Yamada requests that board members not in attendance would also be notified of the cut off date.

VI. Old Business

A. Report from Ad-hoc Subcommittee Regarding Parking Policies: Morrison explained to the board the situation regarding the "Doolittle Parking lot" located immediately south of the Ricardo Montalban theater. It has been reported that the CRA, which purchased the lot, is in

discussions with a developer who has determined that it is financially not feasible to build subterranean parking in the building. As a result, discussions have been underway that might facilitate the dedication of approximately 200 spaces in the proposed 460 - space public parking lot (a.k.a Doolittle) to the building. This would presumably help in the gap financing that might be needed to complete the city lot. Morrison advised the board that their policy historically has been to stay out of private parking matters, but the board has been involved in advocating for the public parking lot to serve the community.

It was moved by Chris Bonbright, seconded by John Tronson and **CARRIED to approve the drafting of a letter asking that the city proceed with the construction of the 460-space public parking facility as was originally promised to the community, including a public-restroom on the site.** [unanimous]

B. Marketing Activities Update

1. Update on Website Re-Configuration: Zandona notified the board that the Hollywood Entertainment District website was currently being redesigned by a company by the name of Double Matrix. The site will feature an option where the staff will have access to upload and update content on the site at any time. Zandona asked the board for updated Bios and Resumes from Board members as she would placing them on the site and placing them in the updated H.E.D. press kits.

2. Report from Marketing Brainstorm Lunch: Zandona reported that she and Morrison had met with several board members and community stakeholders to discuss marketing strategies for the BID in the coming years. Zandona felt that the meeting was very successful and informed the board that one major suggestion that came from the meeting was an idea to re-brand the BID and/or Hollywood in general in the coming years. Chris Bonbright, offered to introduce the staff to a consultant who was involved in a similar effort in West Hollywood.

3. HPOA Traffic Navigation Website: Zandona presented a second idea involving an HPOA owned and funded, stand-alone traffic website which would update visitors on the best routes to take while in Hollywood, parking lot locations, street closures and other travel related information. Bonbright suggested that the website have updates on current events going on in the area, such as concerts and shows. Nathan Korman also included that the site should be able to text message visitors updates on events and closures in the area. Frank Stephan and Monica Yamada felt it was a great idea, but explained that there should be a disclaimer on the site which would let visitors know to not call the BID office regarding complaints about closures or traffic. Morrison explained that the revenue would come to the HPOA and that as the site grew in popularity the Board could obtain sponsors for the site to help handle costs. Zandona would come back to the board with approximate costs at the October Board Meeting.

4. Update on Missing 90028 Hollywood Pole Banners: Since taking down the pole banners along the Boulevard for the Chamber's Christmas Decorations, Zandona reported that 66 pole banners have been missing in the area. Since each sponsor has paid to have 28 pole banners up for a two year period, the Board would need to reimburse these sponsors for the time that their banners were not featured. Zandona handed out a sheet which described two options the board had to correct the problem. Option 1 would be to reimburse the sponsors

for a total of \$24,000 or Option 2 to purchase new banners to extend visibility through 2008 for a cost of \$26,000. Zandona has been assured that Gold Graphics will be removing and storing the banners this year during the Christmas period. Morrison informed the board that the funding would come through a combination of \$22,000 out of contingency and \$4,000 from the marketing co-op.

It was moved by John Tronson, seconded by Nathan Korman and **CARRIED to approve that the Board would purchase the new banners for \$26,000 (option 2) and place them in the district through 2008.** [unanimous]

C. BID Renewal

1. Report on Boundary Decisions: Currently the committee is leaning toward including the areas of: Highland north to Franklin place, to include the Hollywood Methodist Church; the east block on the south end of Highland just south of Hawthorn and north of Selma; Parcels North of Yucca between Wilcox and Argyle; and the area east of Gower to the 101 Freeway.

2. Tentative Budget Proposal: Morrison informed the Board that currently the committee is proposing a \$3.2 Million Budget. This increase will include the cost of having BID Security on duty from 6:00 A.M. - 12:00 A.M. seven days a week. Morrison also explained that streetscape costs will rise as the RFP process is started. However there are still many questions which the committee has to answer before they can generate a sample roll completed by the BID's technical advisors Muni Financial. Some of these questions include how condos would be assessed, if corner buildings would be assessed for front footage on both sides, and a possible alley assessment to clean alleys within the BID. Currently the committee is also considering including a cap on the budget. Morrison stated that it is the goal of the committee and staff to try and have the Management District Plan done by Thanksgiving. The board was invited to the next BID Renewal Steering Committee Meeting October 5, 2007 at 10:00 A.M. at the Taft Building.

3. New Construction: Morrison reported that she had sought and received the legal opinion of BID expert John Lambeth regarding the assessment of new square footage in the BID area due to prop 218. Morrison would be sending the opinion along with a letter from the BID, and a table depicting the approximate new square footage to be added to the area over the coming years to Holly Wolcott at the City Clerk's office for review. Morrison hopes to inform the board of the City Clerk's decision at the next board meeting.

VII. New Business

A. Metro Study: Lynda Bybee notified the group that Metro will be conducting a congestion pricing study in the Hollywood area in the coming months and would be sharing the results with the board when it is completed.

VIII. Report from Executive Director

A. Report from IDA Conference: Morrison and MacPherson thanked the board for allowing them to attend the Annual IDA Conference in New York this past month. The conference was very educational and the group would be doing a presentation at the HPOA offices in the coming months on some of the interesting subjects they learned during their time

there.

B. Report from CD-13 Parking Task Force: Morrison informed the board that she has been attending the Council District's parking task force meetings representing the interest of both the HED and SVBID.

IX. Next Meeting

The next meeting was scheduled for Thursday, October 18, 2007 at 4:00 P.M. in the Taft Building, Suite 200, 1680 Vine Street, Hollywood, CA. 90028.

X. Adjournment

There being no further business the meeting was adjourned by President Monica Yamada at 5:53 P.M.